

ORDER

Orders
Order / Rev: 166280
Alt Order #: 06320223
Product Desc: CROSSROADS GPS
Estimate: 1015
Flight Dates: 09/19/12 - 09/24/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Crossroads Media
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Crossroads GPS
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	34	\$25,500.00	\$21,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$25,500.00	\$21,675.00	0.00
Totals	34	\$25,500.00	\$21,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	13%	\$25,500.00
Market	100%	\$196,153.85

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,961.54
WCGV	1%	\$1,961.54
WISN	27%	\$52,961.54
WITI	45%	\$88,269.23
WMLW-	3%	\$5,884.62
WPXE	0%	\$0.00
WTMJ	10%	\$19,615.38
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/21/12	09/21/12	M-F Late News M-F Late News	CM	10p-1035p	----1--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$1,200.00		0.00			
E 2	WDJT	09/21/12	09/21/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$300.00		0.00			

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	09/21/12	09/21/12	News at Noon News at Noon	CM	12p-1230p ----1--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$200.00		0.00			
E 4	WDJT	09/21/12	09/21/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ----1-- (2:00 PM-3:00 PM)	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$200.00		0.00			
E 5	WDJT	09/21/12	09/21/12	M-F 5pm News M-F 5pm News	CM	5p-530p ----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$300.00		0.00			
E 6	WDJT	09/21/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$1,000.00		0.00			
E 7	WDJT	09/21/12	09/21/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ----1--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$100.00		0.00			
E 8	WDJT	09/21/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$1,000.00		0.00			
E 9	WDJT	09/21/12	09/21/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$2,400.00		0.00			
E 10	WDJT	09/24/12	09/24/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$1,500.00		0.00			
E 11	WDJT	09/24/12	09/24/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$250.00		0.00			
E 12	WDJT	09/24/12	09/24/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p 1-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$200.00		0.00			
E 14	WDJT	09/24/12	09/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$1,000.00		0.00			
E 15	WDJT	09/24/12	09/24/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$150.00		0.00			
E 16	WDJT	09/24/12	09/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$1,500.00		0.00			
E 17	WDJT	09/22/12	09/22/12	Sat Late News Sat Late News	CM	10p-1035p -----1-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-				1	\$1,200.00		0.00			
E 19	WDJT	09/23/12	09/23/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/23/12	09/23/12	-----1				1	\$1,200.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WDJT	09/23/12	09/23/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1					1	\$1,200.00		0.00			
E 21	WDJT	09/23/12	09/23/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1					1	\$3,200.00		0.00			
E 22	WDJT	09/20/12	09/20/12	M-F Late News M-F Late News	CM	10p-1035p	---1---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$1,200.00		0.00			
E 23	WDJT	09/20/12	09/20/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$300.00		0.00			
E 24	WDJT	09/20/12	09/20/12	News at Noon News at Noon	CM	12p-1230p	---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$200.00		0.00			
E 25	WDJT	09/20/12	09/20/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$200.00		0.00			
E 26	WDJT	09/20/12	09/20/12	M-F 5pm News M-F 5pm News	CM	5p-530p	---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$300.00		0.00			
E 27	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$1,000.00		0.00			
E 28	WDJT	09/20/12	09/20/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---1---	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$100.00		0.00			
E 29	WDJT	09/20/12	09/20/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---					1	\$1,000.00		0.00			
E 30	WDJT	09/19/12	09/19/12	M-F Late News M-F Late News	CM	10p-1035p	--1----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$1,200.00		0.00			
E 31	WDJT	09/19/12	09/19/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$300.00		0.00			
E 32	WDJT	09/19/12	09/19/12	News at Noon News at Noon	CM	12p-1230p	--1----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$200.00		0.00			
E 33	WDJT	09/19/12	09/19/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	--1----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$200.00		0.00			
E 34	WDJT	09/19/12	09/19/12	M-F 5pm News M-F 5pm News	CM	5p-530p	--1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----					1	\$300.00		0.00			

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E 34	WDJT	09/19/12	09/19/12	M-F 5pm News M-F 5pm News	CM	5p-530p --1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1		\$300.00			0.00			
E 35	WDJT	09/19/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1		\$1,000.00			0.00			
E 36	WDJT	09/19/12	09/19/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --1----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1		\$100.00			0.00			
E 37	WDJT	09/19/12	09/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1		\$1,000.00			0.00			
Totals													34	\$25,500.00